**Construction**

Construction is a hugely valuable sector of the UK economy, representing close to 10% of GDP and employing around 2.3 million people. However, to maintain its current output, the industry needs to recruit over 43,000 new entrants every year for the next five years. Whilst it attracts 40,000 young people every year to take a construction-related course at college, only 8,000 of this number are taken on.

Advances in technology, environmental and social standards have not only changed the way the construction industry operates but also created a whole host of jobs that you may not traditionally associate with it. A huge 97% of the industry is made up of micro-companies employing 10 people or fewer, with about 40% of all workers being self-employed. Even the 50 or so large employers tend to operate “behind hoardings”, which results in the sector having a low profile.

[This article](https://cecdigitalhub.community.tc/api/v2/links?to=https%253A%252F%252Fwww.raconteur.net%252Fconstruction%252Fwhy-construction-desperately-needs-to-diversify%252F&scope=session&scope_id=4cacbe0a-89ba-4f69-92af-9a87ac376bb5&id=b7bd23b3-95fc-4355-8cde-aa3794176901) from March 2022 provides an excellent insight into the sector’s challenges and what CEC partners such as Build UKL and CITB are doing about it.

**Why construction employers want to engage with education – key drivers and terms you’ll come across**

As well as the clear need to develop their diversity and talent pipelines, there are some other driving factors for construction firms to wish to engage with education:

**Social Value:**

Social value measures the positive value businesses create for the economy, communities, and society. For the construction sector, this has become increasingly important and can be the difference between winning or losing a project bid.

Examples of social value commitments might include delivering careers talks, work experience programmes, site visits or developing apprenticeships. Whole teams now work on this within construction companies, to manage social value elements within bid writing through to delivery and measurement/reporting across the project’s lifecycle. The key thing is that social value encompasses things that would not be delivered as a matter of course and goes beyond the intrinsic value of a project (i.e. building a housing estate) - it’s about additional value generated for the area and its population.

Building the Future of the UK Construction Sector – [YouTube video](https://youtu.be/wH84ScS44Js)